

Learn About BC Hydro's Behavior Change Program

When: Wednesday, October 26, 2011

Time: 2:00 – 3:00 pm (PDT)

B.C. Hydro's Team Power Smart is a behavioral based opt-in loyalty program that applies social marketing principles to engage residential customers and encourage energy efficiency. Participants commit to a 10% electricity reduction goal over a 12 month period; with B.C. Hydro providing tools, feedback, support, motivation and rewards

Presenter

Arien Korteland, BC Hydro's Power Smart Program Manager

BPA Contact

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About the Presenter

Arien Korteland joined BC Hydro's Residential Marketing Department in 2007, where he was tasked with developing and implementing a 'behaviour change program'. The resulting Power Smart Residential Behavioural Program, which goes to market under the Team Power Smart label, was introduced in 2008 and has attracted attention of utilities across North America. Program concept has been evaluated positively, and –more importantly– thousands of British Columbians joined Team Power Smart as a member.

BPA convenes monthly conference calls for its public utility customers who are interested in [behavior based energy efficiency programs](#). These programs focus on energy savings resulting from changes in individual or organizational behavior and decision-making. Calls usually cover BPA related announcements and a presentation on current models that utilities are implementing.

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Telephone conferencing, use the information below to call-in for audio:

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Meeting ID: KDR7SQ

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